

ORDER



Orders
Order / Rev: 724109
Alt Order #: 06390014
Product Desc: RESTORE OUR FUTURE
Estimate: 1526
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/22/12 / 10/22/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Restore Our Future
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	67	\$186,400.00	\$158,440.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	67	\$186,400.00	\$158,440.00	0.00
Totals	67	\$186,400.00	\$158,440.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/30/12	11/02/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	4	\$2,500.00	P-5	0.00	NM	4	\$10,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	4		\$2,500.00		0.00						
E 2	WKYC	10/30/12	11/02/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- TWTF - -	:30	8	\$1,200.00	P-5	0.00	NM	8	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	8		\$1,200.00		0.00						
E 3	WKYC	10/30/12	11/02/12	Days of Our Lives Days of Our Lives	CM	1p-2p	- TWTF - -	:30	4	\$1,200.00	P-5	0.00	NM	4	\$4,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	4		\$1,200.00		0.00						
E 4	WKYC	10/30/12	11/02/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF - -	:30	8	\$1,000.00	P-5	0.00	NM	8	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	8		\$1,000.00		0.00						
E 5	WKYC	10/30/12	11/02/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	4	\$2,000.00	P-5	0.00	NM	4	\$8,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	4		\$2,000.00		0.00						
E 6	WKYC	10/30/12	11/02/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	:30	4	\$3,800.00	P-5	0.00	NM	4	\$15,200.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF--					4	\$3,800.00		0.00			
E 7	WKYC	10/30/12	11/02/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	- TWTF--	:30	4	\$8,000.00	P-5	0.00	NM	4	\$32,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF--					4	\$8,000.00		0.00			
E 8	WKYC	10/30/12	11/02/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- T-- F--	:30	2	\$3,800.00	P-5	0.00	NM	2	\$7,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- T-- F--					2	\$3,800.00		0.00			
E 9	WKYC	10/30/12	11/02/12	Tonight Show Tonight Show	CM	1135p-1237a	- T-- F--	:30	2	\$2,800.00	P-5	0.00	NM	2	\$5,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- T-- F--					2	\$2,800.00		0.00			
E 10	WKYC	10/30/12	11/03/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	- TWTF--	:30	6	\$4,500.00	P-5	0.00	NM	6	\$27,000.00
1X TU-W,F-SA 2X TH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF--					6	\$4,500.00		0.00			
E 11	WKYC	11/02/12	11/02/12	Fri Prime B Fri Prime B	CM	9-10p	---- F--	:30	1	\$8,000.00	P-5	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---- F--					1	\$8,000.00		0.00			
E 12	WKYC	11/02/12	11/02/12	Fri Prime C Fri Prime C	CM	10-11p	---- F--	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---- F--					1	\$1,500.00		0.00			
E 13	WKYC	11/03/12	11/03/12	Sat Prime B Sat Prime B	CM	9-10p (9:00 PM-10:00 PM)	----- S-	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----- S-					1	\$3,500.00		0.00			
E 14	WKYC	11/03/12	11/03/12	Sat Prime C Sat Prime C	CM	10-11p	----- S-	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----- S-					1	\$3,500.00		0.00			
E 15	WKYC	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	----- S	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----- S					1	\$3,000.00		0.00			
E 16	WKYC	11/05/12	11/06/12	M-F 7-9a Today Today Show	CM	7a-9a	MT-----	:30	2	\$2,500.00	P-5	0.00	NM	2	\$5,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$2,500.00		0.00			
E 17	WKYC	11/05/12	11/06/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	4	\$1,200.00	P-5	0.00	NM	4	\$4,800.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					4	\$1,200.00		0.00			
E 18	WKYC	11/05/12	11/05/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M-----	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					2	\$1,200.00		0.00			
E 19	WKYC	11/05/12	11/05/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 19	WKYC	11/05/12	11/05/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M- - - - -	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M- - - - -	2		\$1,000.00		0.00						
E 20	WKYC	11/05/12	11/05/12	M-F 5-6p Dr. Phil	CM	5p-6p	M- - - - -	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M- - - - -	1		\$2,000.00		0.00						
E 21	WKYC	11/05/12	11/05/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M- - - - -	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M- - - - -	1		\$3,800.00		0.00						
E 22	WKYC	11/05/12	11/05/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M- - - - -	:30	1	\$8,000.00	P-5	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M- - - - -	1		\$8,000.00		0.00						
E 23	WKYC	11/05/12	11/05/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M- - - - -	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M- - - - -	1		\$3,800.00		0.00						
E 24	WKYC	11/05/12	11/05/12	Tonight Show Tonight Show	CM	1135p-1237a	M- - - - -	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M- - - - -	1		\$2,800.00		0.00						
E 25	WKYC	11/05/12	11/05/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M- - - - -	:30	1	\$4,500.00	P-5	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M- - - - -	1		\$4,500.00		0.00						
Totals													67	\$186,400.00	